

# **Paint Rollers Market Report by Fabric (Synthetic, Blended), Frame Size (Short, Medium, Large), End User (Residential, Commercial, Industrial), and Region 2024-2032**

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## **Abstracts**

The global paint rollers market size reached US\$ 3.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5.0 Billion by 2032, exhibiting a growth rate (CAGR) of 4.6% during 2024-2032. The increasing construction and renovation activities, the rising demand for efficient and cost-effective painting tools, the growth in the DIY home improvement sector, significant advancements in roller materials and designs, and the rising awareness of eco-friendly painting solutions are some of the major factors propelling the growth of the market.

### **Paint Rollers Market Analysis:**

**Major Market Drivers:** The rise in construction and renovation projects worldwide creates a consistent demand for efficient painting tools which represents the major driver of the market. The growing preference for DIY home improvement activities further drives market growth, as consumers seek easy-to-use and cost-effective solutions.

**Key Market Trends:** The widespread adoption of eco-friendly and sustainable painting products, driven by the rising environmental awareness among consumers represents the key trend of the market. Innovations in roller materials, including microfiber and foam, provide superior coverage and a smoother finish, catering to evolving consumer preferences.

**Geographical Trends:** Asia Pacific accounts for the largest region in the paint

rollers market growth. Rapid urbanization, increasing construction activities, and a growing middle-class population, along with rising disposable income are driving the growth of the market across the region. Significant technological advancements and the availability of eco-friendly products further enhance market appeal in the Asia Pacific region.

**Competitive Landscape:** Some of the major market players in the paint rollers industry include Anderson Products, Beorol, Gordon Brush Mfg. Co. Inc, Hyde Tools Inc., Linzer Products Corp., Marshall Brushes & Rollers Ltd, Premier Paint Roller Company LLC, Purdy, Stanley Black & Decker Inc., and The Wooster Brush Company, among many others.

**Challenges and Opportunities:** The market faces various challenges including competition from advanced printing technologies such as spray guns, which offer faster application and superior finishes. However, the market also faces several opportunities such as the growing trend toward DIY home improvement projects and the rising demand for eco-friendly and sustainable painting solutions.

## Paint Rollers Market Trends:

### Increasing Construction and Renovation Activities

The ongoing growth in both residential and commercial construction projects globally creates a steady demand for paint rollers, essential for efficient and large-scale painting tasks. According to Invest India, the construction industry in India is expected to reach \$1.4 Tn by 2025. One of the leading recipients of FDI in the country; inflows in construction (infrastructure) activities inflows \$33 Bn (Apr 2000 to Dec 2023). Residential- an estimated 600 Mn people are likely to be living in urban centers by 2030, creating a demand for 25 Mn additional mid-end and affordable units. According to the Joint Center for Housing Studies of Harvard University (JCHS), home improvement project spending increased from \$328 billion in 2019 to \$472 billion in 2022, with an estimated 2024 spending of \$485 billion. This is expected to fuel the paint rollers market revenue over the coming years.

### Rising DIY Home Improvement Trend

The rising popularity of do-it-yourself home improvement activities encourages

consumers to purchase paint rollers for easy and cost-effective home painting projects. For instance, in May 2024, Rust-Oleum, a market leader in paint, woodcare, automotive, and high-performance coating announced the launch of home transformation, an innovative collection of do-it-yourself coating system kits that enables home-on rental property owners as well as DIYers- to transform cabinets, countertops, and touring from a worn and outdated look to the beautiful and durable new finish of their design dreams without the hefty expense of a full renovation. In an economy where homeowners, as well as hopeful home buyers and sellers across the country, are feeling the financial pinch of rising costs and interest rates, HOME Transformations equip maxed-out consumers with everything bill needs to give their homes less than stellar surfaces a fantastic and frugal facelift in one convenient kit. This is likely to fuel the paint rollers market forecast over the upcoming years.

### Significant Technological Advancements and Product Innovations

Continuous advancements in roller materials and designs enhance performance, durability, and user comfort, making paint rollers more appealing to both professionals and DIY enthusiasts. For instance, in April 2024, the BetterGrip Paint Roller, designed by DIYers for DIYers is transforming the painting process with its unique patent pending design. This innovative tool allows average painters to achieve professional results in less time with less frustration and fatigue. Depending on the project, the design allows painters to hold the frame with a natural hand position, with an extension handle provided, or with any standard extension pole for those hard-to-reach places like the ceilings and upper walls. The durable 3-piece frame attaches on both sides of the roller cover.

### Paint Rollers Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on fabric, frame size and end user.

#### Breakup by Fabric:

Synthetic

Blended

Synthetic accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the fabric. This includes synthetic and blended. According to the report, synthetic represented the largest segment.

The demand for synthetic fabric in the paint rollers market is driven by its durability, cost-effectiveness, and superior paint absorption and release properties. In line with this, Synthetic fabrics like polyester and nylon offer consistent quality, resist shedding, and can be used with various paint types, making them ideal for both professional and DIY use. In addition to this, significant advancements in synthetic fabric technology enhance roller performance, providing smoother finishes and greater efficiency, further boosting their popularity in the market.

Breakup by Frame Size:

Short

Medium

Large

Medium holds the largest share of the industry

A detailed breakup and analysis of the market based on the frame size have also been provided in the report. This includes short, medium, and large. According to the report, medium accounted for the largest market share.

The demand for medium frame size paint rollers is driven by their versatility and ease of use for a wide range of painting projects. They are ideal for both small and large surfaces, providing a balance between coverage and maneuverability. Medium frame rollers are popular among DIY enthusiasts and professionals for their efficiency in applying paint evenly and quickly. In addition to this, they are compatible with various roller covers and handle types, enhancing their practicality and appeal in the market.

Breakup by End User:

Residential

Commercial

Industrial

Commercial represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the end user. This includes residential, commercial, and industrial. According to the report, commercial represented the largest segment.

The demand for paint rollers in the commercial sector is driven by ongoing construction and renovation projects, particularly in office buildings, retail spaces, and hospitality industries. The need for durable, high-quality finishes in commercial spaces increases the demand for efficient painting tools. Additionally, the growth of the commercial real estate market, coupled with a focus on aesthetic appeal and maintenance of professional environments, further fuels the demand for paint rollers in this sector.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Asia Pacific leads the market, accounting for the largest paint rollers market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific represents the largest regional market for paint rollers.

The paint rollers market in Asia Pacific is driven by rapid urbanization, extensive construction activities, and infrastructure development. The growing middle class with rising disposable incomes fuels the demand for home improvement projects. Additionally, the expanding DIY culture and increased consumer awareness of advanced, eco-friendly painting tools contribute to market growth. Government initiatives promoting smart cities and sustainable development further boost the demand for efficient and cost-effective painting solutions in the region. According to the industry report, China's construction industry was valued at USD 4.6 trillion in 2022. The industry is projected to achieve an average annual growth rate of more than 4% between 2024 and 2027, supported by investment in infrastructure projects in transportation, energy, water systems, and new urbanization as part of the 14th Five-Year Plan (2021–2025).

#### Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the major market players in the paint rollers industry include Anderson Products, Beorol, Gordon Brush Mfg. Co. Inc, Hyde Tools Inc., Linzer Products Corp., Marshall Brushes & Rollers Ltd, Premier Paint Roller Company LLC, Purdy, Stanley Black & Decker Inc. and The Wooster Brush Company.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

The competitive landscape of the paint rollers market is highly competitive with major players such as Purdy (Sherwin-Williams), Wooster Brush Company, and Rust-Oleum. These players focus on innovation, quality, and expanding product lines to maintain market leadership. The market sees continuous innovation in materials and ergonomic designs, catering to both professional painters and DIY enthusiasts, enhancing their market presence. For instance, in May 2022, Highlands announced to represent Rust-Oleum, a manufacturer of protective paints and coating for home and industrial use, including spray paint, wood stains, concrete floor coating, cleaner, and more.

## Paint Rollers Market News:

In May 2023, Gordon Brush Mfg. Co., Inc., acquired Justman Brush Company located in Omaha, NE. Justman Brush's manufacturing and operations will remain in the company's 45,000-square-foot building in Omaha, while administrative procedures will be moved to Gordon Brush's 183,000-square-foot facility in City of Industry, CA.

In September 2022, Stanley Black & Decker announced a partnership with TerraCycle, an international recycling leader, to encourage customers to recycle home appliances and tools products containing integral lithium-ion batteries.

In April 2023, Rust-Oleum, the manufacturer of premium consumer and industrial paint and coating products launched its new custom spray 5-in-1 product.

## Key Questions Answered in This Report

1. How big is the global paint rollers market?
2. What is the expected growth rate of the global paint rollers market during 2024-2032?
3. What are the key factors driving the global paint rollers market?
4. What has been the impact of COVID-19 on the global paint rollers market?
5. What is the breakup of the global paint rollers market based on the fabric?
6. What is the breakup of the global paint rollers market based on the frame size?
7. What is the breakup of the global paint rollers market based on the end user?
8. What are the key regions in the global paint rollers market?
9. Who are the key players/companies in the global paint rollers market?



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